

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																				
NATURE OF CONVEYANCE:	ASSIGNMENT																				
CONVEYING PARTY DATA																					
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Brett Bilbrey</td><td>07/21/2011</td></tr><tr><td>Aleksandar Pance</td><td>07/21/2011</td></tr><tr><td>Peter Arnold</td><td>10/07/2011</td></tr><tr><td>David I. Simon</td><td>07/21/2011</td></tr><tr><td>Jean Lee</td><td>07/22/2011</td></tr><tr><td>Michael D. Hillman</td><td>07/22/2011</td></tr><tr><td>Gregory L. Tice</td><td>07/22/2011</td></tr><tr><td>Vijay Iyer</td><td>07/22/2011</td></tr><tr><td>Bradley Spare</td><td>07/22/2011</td></tr></tbody></table>		Name	Execution Date	Brett Bilbrey	07/21/2011	Aleksandar Pance	07/21/2011	Peter Arnold	10/07/2011	David I. Simon	07/21/2011	Jean Lee	07/22/2011	Michael D. Hillman	07/22/2011	Gregory L. Tice	07/22/2011	Vijay Iyer	07/22/2011	Bradley Spare	07/22/2011
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RECEIVING PARTY DATA																					
<table border="1"><tr><td>Name:</td><td>Apple Inc.</td></tr><tr><td>Street Address:</td><td>One Infinite Loop</td></tr><tr><td>City:</td><td>Cupertino</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>95014</td></tr></table>		Name:	Apple Inc.	Street Address:	One Infinite Loop	City:	Cupertino	State/Country:	CALIFORNIA	Postal Code:	95014										
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PROPERTY NUMBERS Total: 1																					
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Application Number:	13188436																				
CORRESPONDENCE DATA																					
Fax Number:	(303)629-3450																				
Phone:	303-629-3400																				
Email:	asaro.elissa@dorsey.com																				
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>																					
Correspondent Name:	S. Craig Hemenway / Dorsey & Whitney LLP																				
Address Line 1:	1400 Wewatta Street																				
Address Line 2:	Suite 400																				

501685746

PATENT  
REEL: 027036 FRAME: 0769

CH \$40.00 13188436

Address Line 4: Denver, COLORADO 80202-5549

ATTORNEY DOCKET NUMBER:

P9757US4 (P217177.US.05)

NAME OF SUBMITTER:

Elissa Asaro fbo S. Craig Hemenway

Total Attachments: 7

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**ASSIGNMENT**

WHEREAS, we, Brett Bilbrey, whose address is One Infinite Loop, MS: 74-3PA, Cupertino, California 95014, Aleksandar Pance, whose address is 20405 Williams Avenue, Saratoga, California 95070, Peter Arnold, whose address is One Infinite Loop, MS: 306-1DP, Cupertino, California 95014, David I. Simon, whose address is One Infinite Loop, MS: 305-2GM, Cupertino, California 95014, Jean Lee, whose address is 2498 Clear Springs Court, Cupertino, California 95133, David Michael Hillman, whose address is One Infinite Loop, MS: 74-3PA, Cupertino, California 95014, Gregory L. Tice, whose address is One Infinite Loop, MS: 305-2PD, Cupertino, California 95014, Vijay Iyer, whose address is One Infinite Loop, MS: 74-3PA, Cupertino, California 95014 and Bradley Spare, whose address is One Infinite Loop, MS: 74-3PA, Cupertino, California 95014 (hereinafter, individually and collectively the "Assignor"), have invented certain new and useful systems, devices, and methods disclosed and described in a utility application for Letters Patent in the United States ("U.S."), titled "Programmable Magnetic Connectors," which can be identified in the United States Patent and Trademark Office ("USPTO") by Application No. 13/188,436, filed on July 21, 2011 (the "Utility Application") with attorney docket no. P9757US4 (P217177.US.05); and

WHEREAS, Assignor desires to assign any and all right, title and interest to said Utility Application, and any provisional, non-provisional, continuation, continuation-in-part, divisional, international, foreign, regional and convention applications corresponding thereto, and any and all Letters Patent of the United States and countries and regions foreign thereto which may grant or have granted thereto or be lodged in relation thereto, any reissue or reexamination thereof or to be obtained therefor, any renewals, or substitutes thereof, and any and all priority rights or priority claims, International Convention rights, any and all rights to collect past damages for infringement of any and all Letters Patent of the United States and countries and regions foreign thereto which may be published, which may grant, or have granted thereto or be lodged in relation thereto, and other benefits accruing to or to accrue to Assignor with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto (the "Patent Rights");

WHEREAS, Apple Inc., a corporation organized and existing under the laws of the State of California, and having its principal place of business at One Infinite Loop, Cupertino, California 95014 (the "Assignee"), desires to acquire any and all, right, title, and interest of Assignor in and to the invention(s), the Patent Rights, and in, to, and under any and all Letters Patent to be obtained therefor;

NOW THEREFORE, for the sum of \$1.00 and other good and valuable consideration to Assignor in hand paid, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, and transfer and by these presents does hereby sell, assign and transfer to the said Assignee, and said Assignee's legal representatives, successors and assigns, any and all of the entire right, title and interest in and to the invention(s), Patent Rights, and any and all Letters Patent to be obtained therefor;

UPON SAID CONSIDERATION, the Assignor hereby covenants and agrees with the said Assignee that it will not execute any writing or do any act whatsoever conflicting with these presents, and that it will, at any time upon request, without further or additional consideration, but at the expense of the said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, provisionals, non-provisionals, continuations,

continuations-in-part, continuing prosecutions, divisionals, renewals, reissues, reexamined or extended Letters Patent of the United States, or of any and all foreign countries, on said Patent Rights, and execute confirmatory assignments or acknowledgments of this assignment as necessary for full enjoyment of the Patent Rights and for recording in foreign patent offices, and in enforcing any rights or choses in action accruing as a result of such Patent Rights, by giving testimony in any proceedings or transactions involving such Patent Rights, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of both parties;

UPON SAID CONSIDERATION, Assignor represents and warrants that Assignor has the right, title, and authority to execute this Assignment and to convey any and all right, title, and interest in the Patent Rights, and that Assignor has not conveyed nor will convey hereafter all or part of the Patent Rights to a third party;

ASSIGNOR HEREBY AUTHORIZES said Assignee, its successors, and assigns, or anyone it may properly designate, to apply for Letters Patent in the U.S. and any and all foreign countries and regions, in its own name if desired, and additionally to claim priority to the filing date of the Utility Application and otherwise take advantage of the provisions of any international conventions.

ASSIGNOR HEREBY AUTHORIZES Assignee, its successors and assigns, or anyone it may properly designate, to insert in this instrument the application number, filing date, and title of the Utility Application once known.

IN WITNESS WHEREOF, the Assignor hereunto has executed this Assignment upon the date indicated below.

Date: 7/21/2011

By: Brett Bilbrey  
Brett Bilbrey

IN WITNESS WHEREOF, the Assignor hereunto has executed this Assignment upon the date indicated below.

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Aleksandar Pance

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Date: \_\_\_\_\_

By: \_\_\_\_\_  
Peter Arnold

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Date: \_\_\_\_\_

By: \_\_\_\_\_  
David I. Simon

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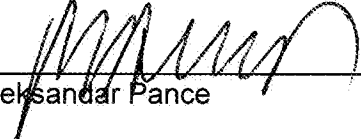
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Date: \_\_\_\_\_

By: \_\_\_\_\_  
Brett Bilbrey

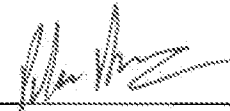
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By: \_\_\_\_\_  
Aleksandar Pance

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Date: 10/2/11

By:   
Peter Arnold

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Date: \_\_\_\_\_

By: \_\_\_\_\_  
David I. Simon

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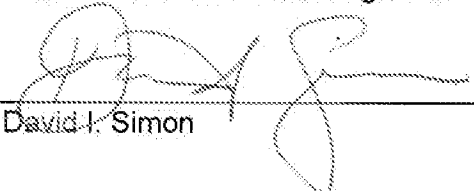
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Date: 7/21/11

By:   
David I. Simon

Attorney Docket No. P9757US4 (P217177.US.05)

IN WITNESS WHEREOF, the Assignor hereunto has executed this Assignment upon the date indicated below.

Date: 22 July, 2011By: Jean L. Lee  
Jean Lee

IN WITNESS WHEREOF, the Assignor hereunto has executed this Assignment upon the date indicated below.

Date: \_\_\_\_\_

By: \_\_\_\_\_  
David Michael Hillman

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Date: \_\_\_\_\_

By: \_\_\_\_\_  
Gregory L. Tice

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Date: \_\_\_\_\_

By: \_\_\_\_\_  
Vijay Iyer

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Date: \_\_\_\_\_

By: \_\_\_\_\_  
Bradley Spare

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Date: \_\_\_\_\_

By: \_\_\_\_\_  
Jean Lee


IN WITNESS WHEREOF, the Assignor hereunto has executed this Assignment upon the date indicated below.

Date: 22-JUL-11

By:   
~~David Michael Hillman~~  
MICHAEL DAVID HILLMAN

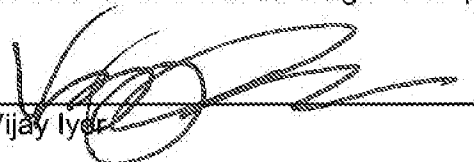
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Vijay Iyer

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